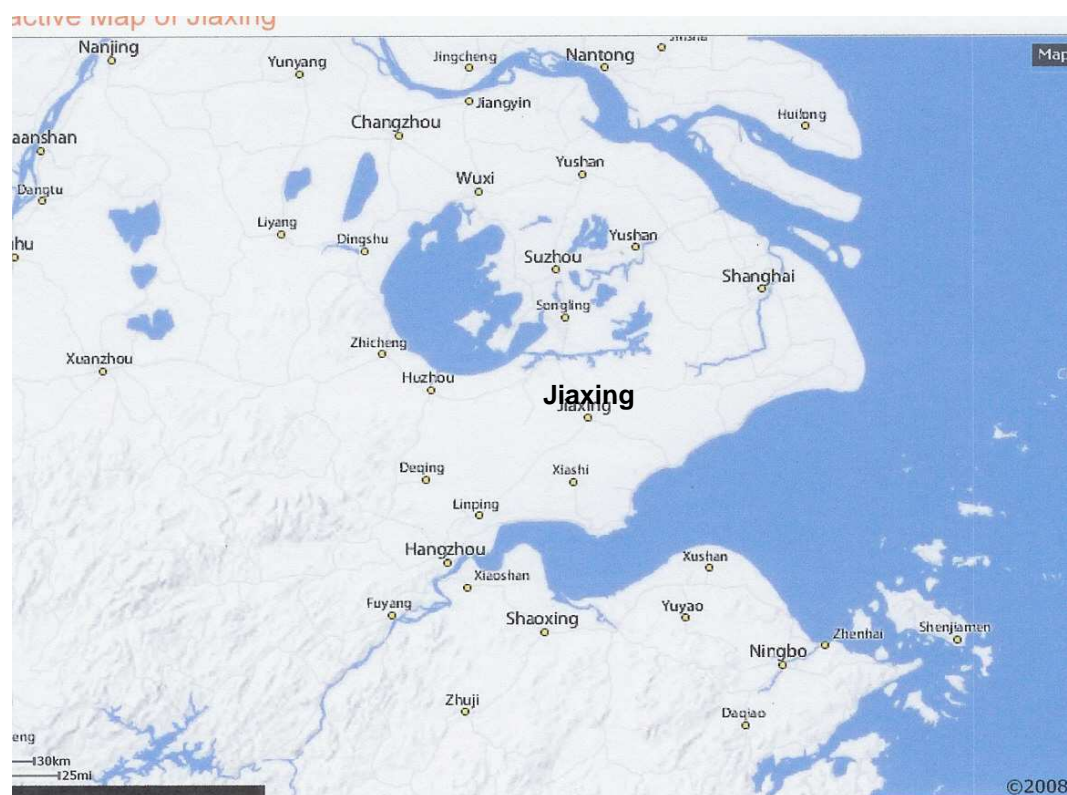




## A proposal to add a second Sister City for Rockville, MD



WHAT?



WHERE?

# **Why propose a Chinese Sister City?**

## **Benefits to Rockville**

- **Initiated by Rockville's Asian Community**
  - **Over 10,000 (~16%) citizens of Asian descent**
- **Implement Mayor and Council Vision for cultural diversity**
- **Promote Personal, Group and Government Exchanges**
- **Stimulate People-To-People Communications, Exchange of Ideas and Respect for Diversity**
- **Improve Language Training, Skills and Development**

WHY?

# Sponsors

- Ying Chen, Organizer, Realtor
- Sharon Huang, Realtor
- Susan Chen, US Government Scientist
- Sharon Yu, Attorney
- Rea Pearl Canizares, Citizen
- Jing He, Mortgage Broker
- Tanya Sun, Corporate Employee



WHO?

# Proposal History

- **Initial focus on Suzhou, China-2004**
- **Jiaxing proposed by Ms. Ying Chen in 2005**
- **REDI (Sally Sternbach) visited China in January 2007 – received favorable response to Sister City possibility**
- **E-mail from Jiaxing Ministry of Foreign Affairs 1/22/08**

WHEN?

# Jiaxing Position

- **Jiaxing Foreign Affairs Office**

Contact: Mr. Cen, Guo Ping

Deputy Director

– E-mail 1/22/08



**“I officially inform you that Jiaxing Municipal Government is still very much interested in establishing the sister-city relationship with Rockville, aiming to improve mutual understanding and develop economic cooperation and cultural exchanges in the future.”**

# Proposal History (Con't)

- **Idea introduced to RSCC – Jan 2007**
- **RSCC BoD approved concept Feb 2007**
- **RSCC presented Memo of Intent Rockville's M&C (March 2008) – concept supported**
- **Publicity raised several concerns**
- **M&C requested formal briefing**

WHEN?



# Proposal History (Con't)

## Community Reaction

### **Why choose a city in a Communist country? (Rockville Gazette Letter)**

- Citizen Diplomacy

### **What about the size difference? (Private Conversation)**

- Sister Cities are not about “size”,  
but about friendship and understanding



WHEN?



# Implementation

- Community Support
  - Membership
  - Corporate
- RSCC Support
  - Reorganize the Corporation
- Mayor & Council Support
  - Approve Resolution
  - Extend Invitation to Jiaxing



HOW?

# Fiscal Impact on Rockville

- **No Added City Expense for new Sister City**
- **Startup Costs – None**
- **Operating Costs – None**
- **In Kind Support – Unchanged**
  - Meeting Room
  - Mansion & Senior Center Events
  - City Liaison & Staff Support
  - M&C Representative
  - Transportation Supporting Exchanges



HOW?

# **Impact on Laws & Policies**

- **None known**
- **The Proposal meets several objectives in the City Vision 2008-2010**
- **Complement Asian Pacific American Task Force**
- **Economic trade or development issues will be the purview of REDI, not RSCC**

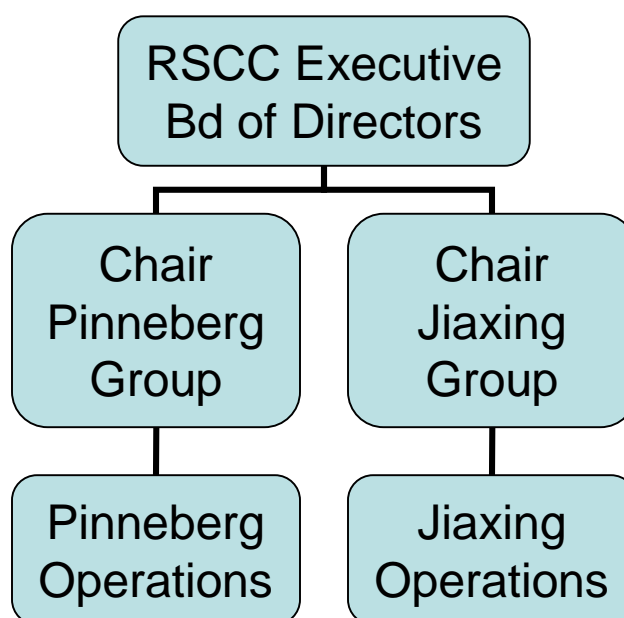
HOW?

# **RSCC Reorganization**

- **Integrate Jiaxing Partnership into RSCC**
  - **Create Executive Board overseeing operations for both cities (Pinneberg & Jiaxing)**
  - **Create separate Operating Groups for each partnership**
  - **Chairs of each Operating Group will sit on the Executive Board**
  - **Separate (3) accounts for RSCC plus 2 Operating Groups**

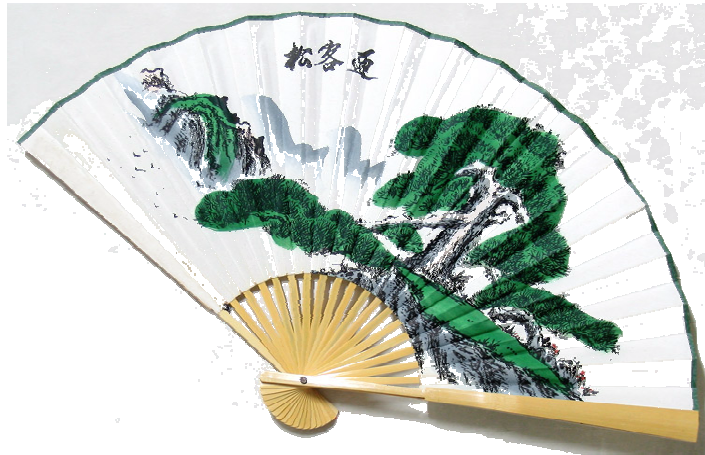
HOW?

# RSCC Reorganization



# RSCC Financing

- **Memberships**
- **Corporate Support**
- **Fund Raising Events**



HOW?

# RSCC Recommendations

- **Approve Proposed Partnership with Jiaxing**
- **Extend formal invitation to Jiaxing city government to enter into a Sister City partnership**



HOW?



# Next Steps

- ***IF APPROVED,***
- **Receive written acceptance from Jiaxing**
- **Prepare and send to Jiaxing formal Sister City Agreement (SCI examples)**
- **Formal Signing of Agreement**

HOW?

# **Additional Information**

(The following slides are not included in presentation to Rockville Mayor and Council on July 14, 2008)

# SISTER CITY PROGRAM

- A non-profit Citizen Diplomacy Network
- Promote Peace through Mutual Respect, Understanding, and Cooperation
- Create and strengthen partnerships between US and International cities at a Municipal level
- Stimulate Economic Development

# Sister City Goals

- **Develop municipal partnerships between US cities, counties, states and similar jurisdictions in other countries**
- **Provide opportunities for city officials and citizens to experience and explore other cultures**
- **Create environment for implementing and strengthening economic and community development**
- **Conduct reciprocal cultural, educational, municipal, business, professional and technical exchanges stimulating people to people communication and respect for others**

# **Sister City History**

- **Founded under President Eisenhower in 1956 to promote peace through mutual respect, understanding, and co-operation  
– one individual, one community at a time**
- **Rockville formed its initial relationship with Pinneberg in 1957 and has just celebrated the 50th anniversary**

# **Worldwide Partnerships**

- **>650 US communities partnered with 2400 International cities and towns in over 120 countries**
- **183 partnerships with China**

# **Business Support**

- **Asian-American Business Conference**
- **Asian American Pacific Assoc., - Sorina Moy**
- **Mt. Jade Science and Technology Association, DC chapter - Bing Huang**
- **Seven Seas Restaurant, - Corinna Yi-Yuan Shen**
- **HSBC (HK-Shanghai Bank)**
  - Jane Jing, Grace Yang
- **Rockville Economic Dev. – Sally Steinbach**



# **Jiaxing Proposal**

- **Introduction to Jiaxing**
- **History and Heritage**
- **Government**
- **Business and Industry**
- **Education**
- **Lifestyle and Culture**

# **Introduction to Jiaxing**

- **In the Yangtze River delta in SE China**
- **Between Shanghai, Suzhou, and Hangzhou**
- **Area: 3,915 sq Km**
- **Population: 3.71 million**
- **Historically important to Chinese Culture**
- **Founding of Communist Party at South Lake**
- **Birth place of hundreds of celebrities**

# History and Heritage

- Existing for nearly 7,000 years
- Seat of Majiabang Culture (Neolithic Age)
  - Early agriculture and animal husbandry;  
Hunting and Fishing
- Straddles Beijing-Hangzhou Grand Canal
- Modern Development influenced by Pudong District (free trade zone) of Shanghai
- Built China's first nuclear Power Plant

# **Jiaxing Government**

- **Mayor** **Li, Wei Ning**
- **6 Deputy Mayors**
  - **Foreign Affairs** **Jiang, Ren Huan**  
**(includes Sister City)**
- **23 Departments**
- **11 Bureaus**
  - **Foreign Affairs Office** **Cen, Guo Ping**  
**Deputy Director**

# Municipal Services

- **Planning**
- **Land Management/Agriculture**
- **Reform and Development/Public Safety**
- **Taxation and Finance**
- **Judicial**
- **Healthcare/ Social Benefits**
- **Transportation/Pollution**
- **Education**
- **Hydraulic Power and Irrigation**
- **Culture and Tradition/Citizen Services**
- **Economic/Foreign Trade**
- **Administration/Oversight**

# Business and Industry

- **Main Products: Textiles, Leather, Garments, Electronics, Auto parts, Electro-Mechanical Integration, Plywood**
- **Int'l Companies: GE, Toyota, Shell, Sharp**
- **Average growth rate over 14% in past four years. GDP/Capita over \$5,000**
- **Global market orientation**
  - **\$2.6 Billion foreign investment signed in 2006**
  - **5000 foreign fund enterprises from 100 countries**
- **Environmentally conscious**
- **Development to embrace historical preservation**

# **Economic Development**

- **Transitioning from labor intensive to high tech industry**
  - **Targeting 12 incubators by 2012.**
- **2500 Proprietorships or Joint Venture**
- **Money available for Capital Investment**



# Education

- **8 major universities and Colleges**
- **39 High Schools, 40 Secondary Technological Schools**
- **300 Kindergartens, 323 Primary, 123 Middle Schools**
- **100 year old Xiu Zhou High School (founded by missionaries) – many famous graduates**

# **Lifestyle and Culture**

- **Majiabang Culture**, cradle of Chinese Culture
- **Tourist Attractions**
  - 7 national AAAA nature sites
  - Ancient towns of Wuzhen and Xitang nearby
  - Ancient Temples and gardens
  - Museums exhibiting artifacts of ancient culture
- **Residence**
  - Mostly in privately owned condo style apartments

# **ROCKVILLE, MD - USA**

**A proposal to add Rockville, MD  
as a Sister City for Jiaxing, PRC**

# Rockville, Maryland

- Introduction to Rockville
- History and Heritage
- Government
- Business and Industry
- Education
- Lifestyle and Culture

# **Introduction to Rockville, MD**

- **Seat of Montgomery County government**
- **Approx. 30 Km NW of Washington, DC**
- **Three major airports nearby**
- **Second largest city in Maryland**
- **Population ~60,000 including >10,000 Asians**
- **Encompasses >35 sq. km. in DC metro area**
- **Much of I-270 Industrial Corridor within city**
- **Residential community/Employment center**
- **On the Red Line of the Washington Metro Subway**
- **High Education/Professional level of residents**

# History and Heritage

- **Rockville is one of Maryland's oldest towns, origins date back to colonial times**
- **Established in Montgomery County by recognition of its court house and tavern**
- **Rockville's historical and architectural value is nationally recognized**
- **Many landmarks listed in the National Register of Historical Places**
- **In 2006, Money Magazine ranked Rockville No. 26 in “Best Places to Live in the USA.”**

# Rockville Government

- **Elected Mayor and four member City Council**
- **Professional City Manager**
- **Boards and commissions**
- **Public hearings on community related issues**



# **Municipal Services**

- **Law Enforcement/Public Safety**
  - **Police/Fire/Emergency Medical Services**
- **Water/Sewer Services**
- **Street/Sidewalk Maintenance**
- **Refuse – Recycling Services**
- **Planning and Development**
- **Parks and Recreation**
  - **Civic Center/Swim Center/Sr. Center**

# **Business and Industry**

- **Location of many federal government agencies: e.g. the Food & Drug Administration, the National Institutes of Health, and the Nuclear Regulatory Commission**
- **Many biological and medical related research and private companies**
- **Rockville has excellent commercial real estate possibilities**

# **Economic Development**

- **Business Innovation Incubator opened 2007**
- **Provide assistance to Women and Minority owned business.**
- **Access to professional skills:  
Science, Technology, Engineering,  
Mathematics**
- **Highly skilled workforce**
  - **High school: 36.2%,**
  - **Bachelor: 24.3%,**
  - **Master or doctoral : 28.6%**

# Education

- **The Universities at Shady Grove, (including Johns Hopkins University, the University of Phoenix, University of Maryland) and Montgomery College**
- **In 2006, the K through 12 system was named a "gold medal" school system for the 11th year by *Expansion Management* magazine**
- **Montgomery County public school system recognized as one of the best educational systems nationally**

# Lifestyle and Culture

- **New Town Center, a \$300 million project**
- **58 parks comprising over 800 acres of parkland**
- **A civic center complex including an historic mansion and a 500-seat theater, including resident companies:**
  - **Victorian Lyric Opera / Rockville Little Theater**
  - **Rockville Chorus / Rockville City Ballet**
- **Two public libraries**
- **Swim center with indoor and outdoor pools and nationally known swimming team and 17 neighborhood swim clubs**
- **A municipal golf course, a nature center and skate park**
- **A senior center**
- **Diverse Housing: single family, townhouses, apartments**

# Benefits to Jiaxing

- **Exchange government concepts and techniques**
- **Increase cultural understanding between governments and citizens**
- **Encourage business investments and technology enhancement**
- **Exchange Ideas on clean high tech industry and building construction**
- **Attract tourism and encourage visits to US**
- **Enhance language instruction and understanding**

# **2008-2010 Vision**

## **RSCC Helping to Meet the Mayor and Council Vision**

- **Destination for Diverse Cultural Presentations**
- **Green City - highest Environmental Standards**
- **Distinct Neighborhoods, One City**
- **Many community-wide special events unite us**
- **Coordinate among boards and commissions**
- **Encourage Business Community involvement**
- **Work for Betterment of the community**
- **Increase resources for information dissemination**